

ABSTRACT

A method and system for allowing a regional service merchant that is outside of a given geographical boundary, but
5 services inside the geographical boundary, to be included in a
result set of a search directed to a location inside the
geographical boundary. Text and/or glyphs are returned along
with the regional service merchant's business listing so as to
explain to a user why a business not physically residing in
10 the search area has been included in the result set. An
application programming interface ensures that, if a business
is listed as a regional service merchant, then the text and/or
glyph is stored in association with the business listing.